

# ***Emerging Business Issues***

## **Team Event**

### **Performance Event with Judge Q & A**

#### **Regulations**

- *Refer to National Competitive Event Guidelines for description and procedures.*

#### **Eligibility**

- Each local chapter may enter one (1) team that must be composed of two (2) or three (3) members to compete in this event at the RLC.
- No more than one (1) team member may have competed in this event at a NLC or have competed more than two (2) years at the national level.
- No more than one member may be substituted should circumstances arise that warrant the substitution. Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA does not count as an event.

#### **Procedure**

**The topic to be researched and presented during the 2014 year will be:**

*Consumers are shopping at traditional brick and mortar stores, on Web sites, and increasingly through mobile applications. Does the availability of a mobile application provide a business with a stronger consumer base and higher revenue? Argue either the affirmative or negative that having a mobile application increases consumer base and revenue for businesses.*

#### **Administration of Events**

<b>RLC</b>	<b>SLC</b>
Order of performance is random. Schedules will be posted at RLC, not before.	Order of performance is random. Schedules will be posted at SLC, not before.
All teams perform—no preliminary round. All teams will be sequestered.	The top 8 finalists will present their presentation to a team of judges in a final round.  Preliminary and Final Round performance teams will be sequestered. (Preliminary round performances will NOT be sequestered.) Failure of participants to arrive in sequestered area by the time the first performance begins will result in disqualification.
The participants will give a 5 minute presentation to a team of judges at the RLC.	The participants will give a 5 minute presentation to a team of judges at the SLC.  Judges may ask up to 3 minutes of questions after the presentation.
Judges may ask up to 3 minutes of questions after the presentation.	Final performances are open to conference attendees, except performing participants.
Event is not open to conference attendees at RLC.	Top THREE finishers advance to NLC competition.
Top THREE finishers advance to SLC competition.	

## **Emerging Business Issues -- Continued**

### **Performance Event with Judge Q & A**

- Team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.

**Teams will be permitted to bring prepared notes to the preparation and presentation areas. In addition, two (2) 4" x 6" blank note cards will also be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards.**

**Teams will have five (5) minutes to present the case to describe the program. A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.**

**Following the presentation, judges will conduct a three (3) minute question-answer period.**

### **Judging**

- All decisions of the judges are final.



# FBLA EMERGING BUSINESS ISSUES Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Understanding of issue/topic	0	1–3	4–7	8–10	
Flow and logic of content	0	1–7	8–14	15–20	
Quality of evidence	0	1–7	8–14	15–20	
<b>Ability to Take a Position</b>					
Persuasiveness	0	1–7	8–14	15–20	
Relevance of arguments	0	1–3	4–7	8–10	
<b>Delivery</b>					
Statements are well-organized and clearly stated; appropriate business language used	0	1–2	3–4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–2	3–4	5	
All team members actively participate in the presentation	0	1–2	3–4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over five (5) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>					<b>/100 max.</b>

Check one: ☐ Affirmative presentation ☐ Negative presentation

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments: